MAKE SENSE OF DATA

AN ANNUALLY UPDATED INSIGHTFUL TOUR THAT PROVIDES AN AUTHORITATIVE YET INDEPENDENT VIEW OF THIS EXCITING TECHNOLOGY, THIS GUIDE INTRODUCES MICROSOFT POWER BI—A CLOUD-HOSTED, BUSINESS INTELLIGENCE AND ANALYTICS PLATFORM THAT DEMOCRATIZES AND OPENS BI TO EVERYONE, MAKING IT FREE TO GET STARTED!

Information workers will learn how to connect to popular cloud services to derive instant insights, create interactive reports and dashboards, and view them in the browser and on the go. **Data analysts** will discover how to integrate and transform data from virtually everywhere and then implement sophisticated self-service models for descriptive and predictive analytics. The book also teaches **BI and IT pros** how to establish a trustworthy environment that promotes collaboration, and how to implement Power BI-centric organizational solutions. **Developers** will find out how to integrate custom apps with Power BI, embed reports, and implement custom visuals to effectively present any data. Ideal for both experienced BI practitioners and beginners, this book doesn't assume you have any prior data analytics experience. It's designed as an easy-to-follow guide that introduces new concepts with step-by-step instructions and hands-on exercises.

The book page at **prologika.com** provides sample chapters, source code, and a discussion forum where the author welcomes your feedback and questions.

WHAT'S INSIDE

POWER BI FOR DATA ANALYSTS
- ✓ Import data from virtually anywhere
- ✓ Cleanse, transform, and shape data
- ✓ Create sophisticated data models
- ✓ Implement business calculations
- ✓ Get insights from data
- ✓ Apply machine learning

POWER BI FOR PROS
- ✓ Enable sharing and collaboration
- ✓ Deploy to cloud and on premises
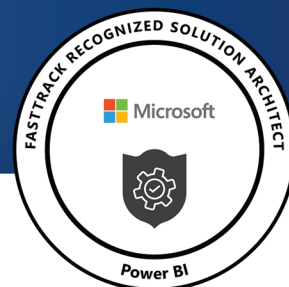- ✓ Implement organizational BI solutions

POWER BI FOR INFORMATION WORKERS
- ✓ Get instant insights from cloud services & files
- ✓ Explore data with interactive reports
- ✓ Assemble dashboards with a few clicks
- ✓ Access BI content on mobile devices

POWER BI FOR DEVELOPERS
- ✓ Report-enable custom applications
- ✓ Automate Power BI
- ✓ Build custom visuals

...AND MUCH MORE!

FAST-TRACK RECOGNIZED SOLUTION ARCHITECT

Microsoft

Power BI

ABOUT THE AUTHOR

Teo Lachev is a consultant, author, and mentor, with a focus on Microsoft BI. Through his Atlanta-based company Prologika (a Microsoft Gold Partner in Data Analytics and Data Platform) he designs and implements innovative solutions that bring tremendous value to his clients. Teo has authored and co-authored several books, and he has been leading the Atlanta Microsoft Business Intelligence group since he founded it in 2010. Microsoft has recognized Teo's contributions to the community by awarding him the prestigious Microsoft Most Valuable Professional (MVP) Data Platform status for 15 years. In 2021, Microsoft selected Teo as one of only 30 FastTrack Solution Architects for Power BI worldwide.

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